

CITY OF AUBURN

ECONOMIC AND PLANNING DEPARTMENT



REQUEST FOR PROPOSALS FOR THE DESIGN SERVICES AND THE DEVELOPMENT OF A FORM- BASED ZONING FOR THE AUBURN CENTRAL COMMERCIAL CORE AREA

City of Auburn
1225 Lincoln Way
Auburn, CA 95603
530-823-4211 ext. 144

Date of Issuance: November 23, 2021
Submittal Deadline: January 7, 2022

1. INTRODUCTION

The City of Auburn (City) seeks proposals from creative and experienced firms to facilitate the development of a new form-based code with ancillary design work, to assist the City with the development of the City's 268+/- acre Central Commercial Core area, an area that encompasses both the historic Downtown and Oldtown areas. This new code will encourage the redevelopment and infill of underutilized properties, increase opportunities for housing and boost the likelihood of development that will maximize the City's limited land area. The code will contain proscriptive standards and design guidelines in which applicants can receive over the counter approval for complex projects that meet the community's vision for development in the Central Commercial Core area.

2. BACKGROUND

The City of Auburn boasts historic gold rush era structures, a vibrant Downtown and Oldtown area and outdoor recreation opportunities second to none; however, there are many sites and structures throughout the community that are underutilized or underdeveloped. The City, in several ways, is restricted from traditional expansion and growth scenarios like annexation or development of existing buildable lands. This is due to topography, adjacent communities, and lack of community support for previous growth proposals, making infill and redevelopment the highest priority when it comes to community development.

The City's current land use code utilized for development in the Central Commercial Core area was developed in the seventies and has been identified by City staff and developers as a hindrance to new development. Recently, the City Council held a goal setting where they identified priority issues that they would like to see addressed by City staff. These issues include a stronger economic development strategy when it comes to the redevelopment of underutilized properties and the need to develop additional housing throughout the community. In response to these identified issues and the need to develop a contemporary land usage ordinance, staff has initiated this Request for Proposal (RFP) process.

3. PURPOSE

The City's zoning code is outdated and requires updating if the City would like to garner new development, expand on existing development patterns, and provide for much needed housing. Recent amendments to the City's housing element have necessitated an update to certain code provisions, but this will only serve to meet the state requirements and not address the real issue hindering development in the Central Commercial Core area. Staff prepared this RFP to assess the cost and availability of planning firms and independent consultants who are qualified to assist the City with this project. Staff will use the responses to this RFP to leverage grants to facilitate the completion of this project.

The City is seeking a qualified consultant or consulting firm(s) to update and replace the City's Central Commercial Core zoning district regulations with modern, form-based

zoning regulations and development standards. Consultants should have experience in drafting development standards for small cities where function and architectural flare are key to the implementation and success of a new development code. They should also have experience with the strategic adaptation of higher intensity, mixed use, and single use developments into geographically constrained areas where every square foot has extremely high community value. Consultants should be able to envision and develop codes that make use of roof tops, incentivize third and fourth story additions and three- and four-story developments, and create a vision for the development of streetscapes designed for both function and the greatest possible Auburn experience.

4. SCOPE OF SERVICES

- 1) The consultant will analyze the City's current Central Commercial Core zoning regulations and, through a community informed process consisting of kickoff meetings (minimum of 3) and a town hall meeting (minimum of 1), identify weaknesses, hindrances, and impediments to development in this area. The consultant shall then develop a form-based code that:
 - a. Takes into account the city's existing design standards and develops new contemporary standards that capture and promote the Auburn vibe.
 - b. Establishes the zoning ordinance for Implementation of the form-based code.
 - c. Provides innovative and effective solutions to identified weaknesses, hindrances, and impediments to development.
 - d. Provides economic incentives that can be used to market the community and generate new development.
 - e. Implements the city's recently updated housing element by creating by-right housing provisions and encourages higher density, centralized residential development.
 - f. Establishes redevelopment sites and provides development scenarios for those sites based off data derived from local markets and identified community needs.
 - g. Results in standards that take into account and provide protection for historic resources and places while providing for seamless integration of modern development.
2. The consultant will then incorporate design concepts and visualization of commerce, pedestrian and bike friendly street segments in redevelopment areas to assist the city

to market, communicate and implement the community's vision for the Auburn Central Commercial Core area.

3. Lastly, the consultant shall prepare revisions for adoption (as necessary), to the applicable sections of the City's general plan, zoning code, zoning maps, plan maps, environmental documents, and other applicable City regulatory documents to ensure compliance with state regulations for the implementation of the new code. The consultant shall provide the City assistance with compliance under the California Environmental Quality Act (CEQA) by preparing any environmental documents required by this process. Consultant shall attend and present the final draft of all developed codes, ordinances and plans resulting from this RFP to the Planning Commission (minimum of 1 meeting) and at the City Council (minimum of 1 meeting). Consultant shall provide training (minimum of 1) for City staff on the use of the new form-based code.

5. SCHEDULE

Consultant will schedule a kick-off meeting with city staff to discuss project expectations regarding coordination, reporting, deliverables, and all relevant project information. Consultant will prepare a meeting summary with project goals, objectives, and action items.

Consultant will work with city staff to finalize a project schedule that includes tasks and milestones to ensure adoption of the Central Commercial Area form-based code adoption no later than January 30, 2023. The schedule shall:

- Identify project milestones (tasks) with time for staff review of work products throughout the project.
- Include public outreach timeline with stakeholder meetings and anticipated Commission and Council hearings.
- Include anticipated environmental review timeline.

The project schedule will be confirmed and/or modified by the Consultant and submitted to the Economic and Planning Office on or before the 30th day of each month during the course of the project. In the event project schedule delays are anticipated, Consultant shall immediately advise the Economic and Planning Manager.

6. PROPOSAL REQUIREMENTS

The proposal shall clearly address all of the information requested herein. To achieve a uniform review process and obtain the maximum degree of comparability, proposals must be organized and contain all information as specified below:

A. Cover Letter: Maximum of two pages serving as an executive summary which shall include an understanding of the scope of services.

B. Brief Company Profile. General company information including number of employees, location of company headquarters and branch offices, number of years in business and organization, disciplines, and staffing. Describe the general qualification of the firm as they relate to the work proposed with this RFP.

C. Organization and Staffing. Provide a list of the Consultant's employees and agents which the consultant anticipates assigning to this project. This list shall include a summary of the qualifications, licenses, and experience of each individual; and the professional Planning level of work to be performed by each individual. The City will retain under its agreement with the successful Consultant the right of approval of all person performing under the agreement.

D. Description and Approach. The proposal should demonstrate the Consultant's knowledge of the needs and objectives of the work proposed under this RFP. Well qualified candidates will demonstrate knowledge and experience working with public entities and describe their approach to garnering community involvement and engaging stakeholders.

E. Cost Proposal. Include a project cost, rate for consultant and consultant's employees and subcontractors involved in the project, estimated timeframe allocation to each, and include examples and costs associated with similar projects successfully completed by the consultant.

F. Résumé, Relevant Projects/Services with References. Provide résumés of the individual(s) from the Proposer's firm or entity that will be directly responsible for carrying out the contract, three references to include name, address, contact person and phone number of the municipality/company, length of time services were provided, and a description of the services provided and a copy of at least one municipal form-based code previously created by the Consultant and adopted into law.

G. Timeframe. Provide relevant timeframe for commencement through completion with milestone, meeting, and conceptual adoption date. Due to funding availability, this project shall be complete, including adoption, no later than July 01, 2023.

7. SUBMITTAL

Firms wishing to be considered responsive to this RFP, must submit eight (8) hard copies and one (1) electronic PDF copy (saved on a flash drive) of their proposal in a sealed envelope no later than **Friday, January 7, 2022 by 4:00 pm.** The envelope should be clearly marked as shown below:

Form-Based Code and Design Services Proposal
Attention: Jonathan Wright, Economic and Planning Manager
City of Auburn Economic and Planning Office
1225 Lincoln Way, Room 6
Auburn, CA 95603

Submit questions to:

Jonathan Wright, Economic and Planning Manager

jwright@auburn.ca.gov

LATE OR INCOMPLETE PROPOSALS WILL NOT BE ACCEPTED.

8. AMENDMENTS TO REQUEST FOR PROPOSALS

The City reserves the right to amend the RFP by addendum prior to the final proposal submittal date.

9. ADDITIONAL CONSULTANT RESPONSIBILITIES

The Consultant shall be responsible for completing the specified services in accordance with the City's Contract Services Agreement (Exhibit 2).

10. PROPOSAL EVALUATION/SELECTION

The City intends to engage the most qualified consultant available that demonstrates a thorough understanding of the City's needs. City staff will use the following criteria to evaluate proposals:

- Understanding of Work to be Performed (the Scope of Services): **15 points**
- Demonstrated Quality Firm and Professional Staff Technical Skill, Experience, Performance and Approach: **25 points**
- Familiarity with City, County, and State Procedures: **20 points**
- Firm's and Professional Staff References/Satisfaction of Clients: **15 points**
- Completeness and Quality of Proposal: **15 points**
- Cost Approach to performing this type of service: **10 points**
- **Total: 100 points**

The City may request a qualification interview with the highest ranked consultant(s) prior to determining the final ranking. This selection will be conducted according to the City's adopted procedures. The City reserves the right to reject any and all proposals.

11. CONTRACT

The standard City Professional Services Agreement is attached (Exhibit B) and is a requirement of the RFP. This is a standard form document is required of all contractors doing work for the city.

12. SUPPORTING DOCUMENTS

All supporting documentation required for the submission of a complete proposal can be found below. Hard copies are available at a cost of \$.25 per page. Requests for additional information shall be submit to the city as provided under Section 9 of this RFP.

Auburn Planning Department Website: [Planning | Auburn, CA](#)

Auburn Streetscape Plan: Attached to RFP packet on the website

Environmental Documents Attached to RFP packet on the website

END DOCUMENT